



JOHN DEERE

Deere & Company
Global Intellectual Property Services
One John Deere Place, Moline, IL 61265 USA
Email: TMMolineEnforcement@JohnDeere.com

Suzanne Eagle
Trademark Attorney

FILE COPY

March 12, 2010

Ashley Smith
4337 NW 35th Terrace
Gainesville, FL 32605

Re: Our Reference No. T1116

Dear Ms. Smith:

We have received no response from our letters dated May 13, 2008 and December 4, 2008, copies of which are enclosed.

You do not have the authority to use Deere & Company's trademarks and we insist that you cease and desist immediately. Please write me to inform me more fully of your activities. I have enclosed a self-addressed envelope for your reply.

Very truly yours,

Suzanne Eagle

SE/ajl

CERTIFIED MAIL

EXHIBIT

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JOHN DEERE

Deere & Company
Global Intellectual Property Services
One John Deere Place, Moline, IL 61265 USA
Email: TMMolineEnforcement@JohnDeere.com

Suzanne Eagle
Trademark Attorney

December 4, 2008

FILE COPY

GatorMoto LLC
Gator Imports
Attn: Justin Jackrel
4337 NW 35th Ter
Gainesville, FL 32605-6026

Re: Our Reference No. T1116

Dear Mr. Jackrel:

We've received no response from the letter sent by our outside counsel to you dated May 13, 2008, a copy of which is enclosed.

Deere & Company continues to object to the use of GatorMoto, the use of the domain name gatormoto.com, and the use of the alligator design for the sale of utility vehicles and vehicles similar to utility vehicles. Also, Deere & Company objects to the use of Gator Imports, the use of the domain name gatorimports.com, and the use of an alligator design for the sale of utility vehicles and vehicles similar to utility vehicles. We must insist that your companies, GatorMoto and Gator Imports, cease use of Deere & Company's trademarks and modifications of Deere & Company's trademarks for the sales of utility vehicles and vehicles similar to utility vehicles.

Please write to advise us of your intention to comply with these requests as soon as possible. A self-addressed envelope is enclosed for your reply. We look forward to resolving these trademark issues in a timely fashion.

Sincerely,

Suzanne Eagle

SE/ajl

cc: Joyce M. Ferraro, Esq.
Fross Zelnick Lehrman & Zissu, P.C.

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

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May 13, 2008

BY FEDEX

Justin Jackrel
GatorMoto LLC
4337 NW 35th Ter
Gainesville, Florida 32605-6026

Re: Infringement of John Deere's GATOR Trademarks (Our Ref: DEER TC-0807080)

Dear Mr. Jackrel:

We represent Deere & Company ("John Deere"). For more than fifteen years John Deere has used its well-known GATOR trademark and related marks (collectively, the "GATOR Marks") in connection with a wide variety of motorized utility vehicles and battery powered riding toys. Through our client's significant investment of time, money and effort, the GATOR Marks have come to represent enormous and valuable goodwill.

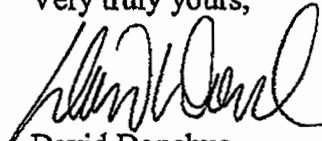
In addition to its substantial common law rights, our client owns several trademark registrations for its GATOR Marks throughout the world, including U.S. Reg. No. 1,798,626 of GATOR for "all-terrain motorized cart weighing under six thousand pounds for use in material transport," U.S. Reg. No. 1,756,713 of an alligator design for "all-terrain motorized cart for use in material transport," and U.S. Reg. No. 2,853,350 of PRO GATOR for "heavy duty utility vehicles for commercial and industrial use." These registrations are valid, subsisting and in full force and effect and serve as conclusive evidence of our client's exclusive right to use its GATOR marks in connection with the goods identified therein. Copies are enclosed for your reference.

Our client recently learned that your company is using the GATORMOTO mark and trade name, as well as a logo prominently featuring an alligator, in connection with the sale of scooters, go carts, golf carts, electric vehicles, and various other motorized vehicles and has applied U.S. Trademark Application Serial No. 77/307,349 seeking registration of GATORMOTO for "Scooters; Go carts; Low-speed electric vehicles." Given that your

Mr. Justin Jackrel
GatorMoto
May 13, 2008
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This letter is written without waiver of any of our client's rights, claims and remedies, all of which are expressly reserved.

Very truly yours,



David Donahue

cc: Joyce M. Ferraro, Esq.
Betsy Newman Judelson, Esq.